

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

Claims 1-2 (Canceled)

3. (Currently Amended) An advertising system, using a web browser, comprising:
a client PC;
a server; and
a network connecting the client PC and the server;
wherein the client PC comprises the web browser which detects a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the web browser displays an advertisement in an area of the display screen where at least one of a menu bar, tool bar, a location, and/or browser logo of the web browser are-is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo in the area,
wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and
wherein the advertisement is disappeared, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed in the area when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo are-is to be displayed.

4. (Currently Amended) An advertising system, using a web browser, comprising:
a client PC;

a server;

a network connecting the client PC and the server, wherein the client PC comprises the web browser, connecting the client PC to the network; and

an auxiliary program, other than the web browser, which detects a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, the auxiliary program controls the display of an advertisement in an area of the display screen where at least one of a menu bar, tool bar, location bar, and/or browser logo of the web browser ~~are-is~~ to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo in the area,

wherein the server stores a plurality of advertisements and transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the advertisement is disappeared, but the at least one of the menu bar, tool bar, location bar, and/or browser logo are displayed in the area when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo ~~are-is~~ to be displayed.

Claims 5-7 (Canceled)

8. (Currently Amended) An advertising method using a web browser in a system comprising a client PC, a server, and a network connecting the client PC and the server, the advertising method comprising:

detecting whether the web browser has been activated in the client PC;

displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or a logo of the browser,

instead of the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser when the web browser is being displayed and when a cursor is detected to be positioned in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the browser;

displaying in the area at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser, instead of the advertisement, when the web browser is being displayed and the cursor is detected to be positioned in the area of the display screen for displaying the at least of the menu bar, the tool bar, the location bar, and/or the logo of the web browser; and

receiving an advertisement update from the server at a request of the client PC or at predetermined time intervals.

Claims 9-15 (Canceled)